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PATENT  
Attorney Docket No. 108.0003-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: ) Confirmation No.: 6334  
Steven Michael Schein )  
Serial No.: 09/605,695 ) Group Art Unit: 3622  
Filed: June 28, 2000 ) Examiner: Arthur Duran  
For: INTELLIGENT MEDIA TARGETING)  
SYSTEM AND METHOD )

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the August 3, 2006 Notice of Panel Decision from Pre-Appeal Brief Review, the period for reply having been extended for four (4) months by a request for extension and fee payment filed concurrently herewith, and pursuant to 37 C.F.R. § 1.114, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.

Amendment 01-10-07